# Communicate Effectively With Our Customers



Every MDOT employee has to communicate with customers, some on a daily basis. It is critical to communicate clearly, concisely, accurately, and in a timely manner with customers.

RESULT DRIVER:

Diane Langhorne
*The Secretary's Office (TSO)*

TANGIBLE RESULT DRIVER:
Diane Langhorne
*The Secretary's Office (TSO)*

PERFORMANCE MEASURE DRIVER:
Katie Bennett
*Maryland Transportation Authority (MDTA)*

PURPOSE OF MEASURE:
To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:
N/A

**PERFORMANCE MEASURE 6.1A**
## Communicate Effectively Utilizing Social Media: Social Reach

Social media offers MDOT powerful avenues to disseminate important information directly to its customers and to interact with them in real-time. Each of our transportation business units continues to grow its social media following and expand its reach.

"Social Reach" measures the number of customers who have seen our message on Facebook and Twitter. MDOT strives to reach customers through the channels they use. Efforts are focused on developing social media strategic skills and programs MDOT-wide to enhance Social Reach. To date, MDOT proudly has over 350,000 fans on social media and continues to grow. During the last quarter, MDOT TBUs reached nearly 16 million users through Facebook and Twitter. Providing real-time information during weather events and incidents is essential for MDOT customers. MDOT reached an average of 5.3 million users each month, a 16% increase from 2017.

**PERFORMANCE MEASURE 6.1A**

## Communicate Effectively Utilizing Social Media: Social Reach
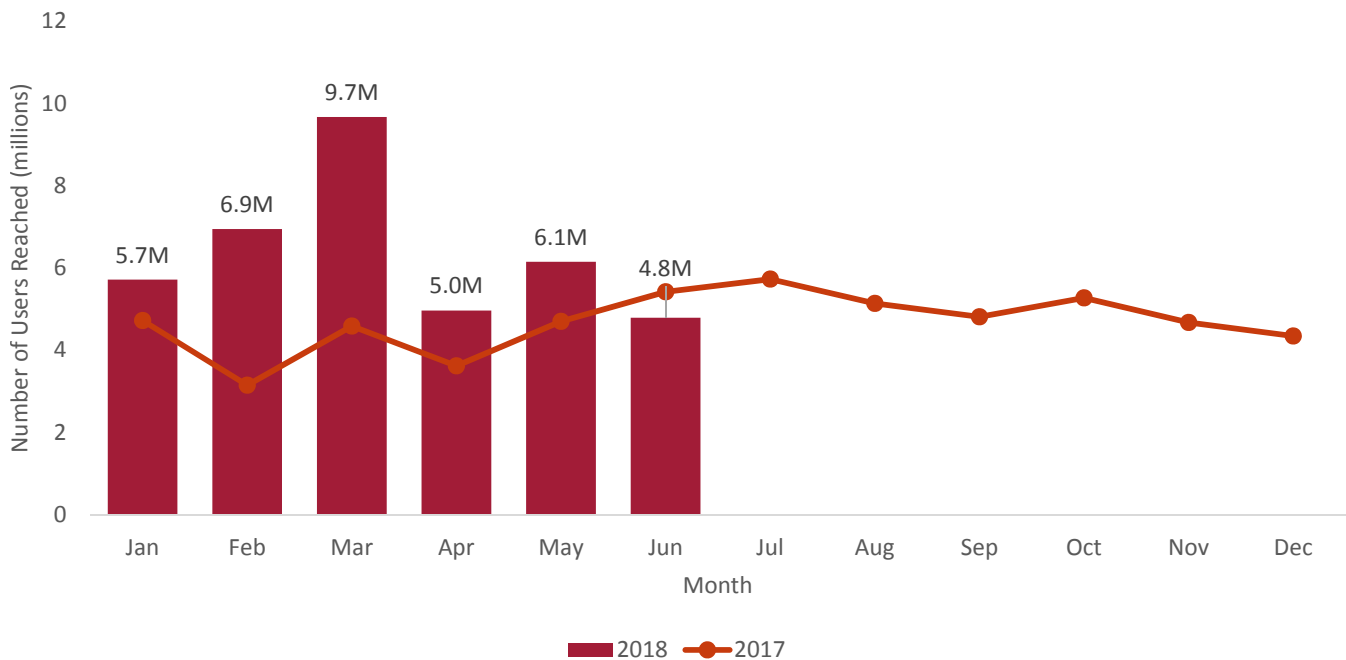
**Chart 6.1A.1: Total MDOT Social Media Followers CY2018**
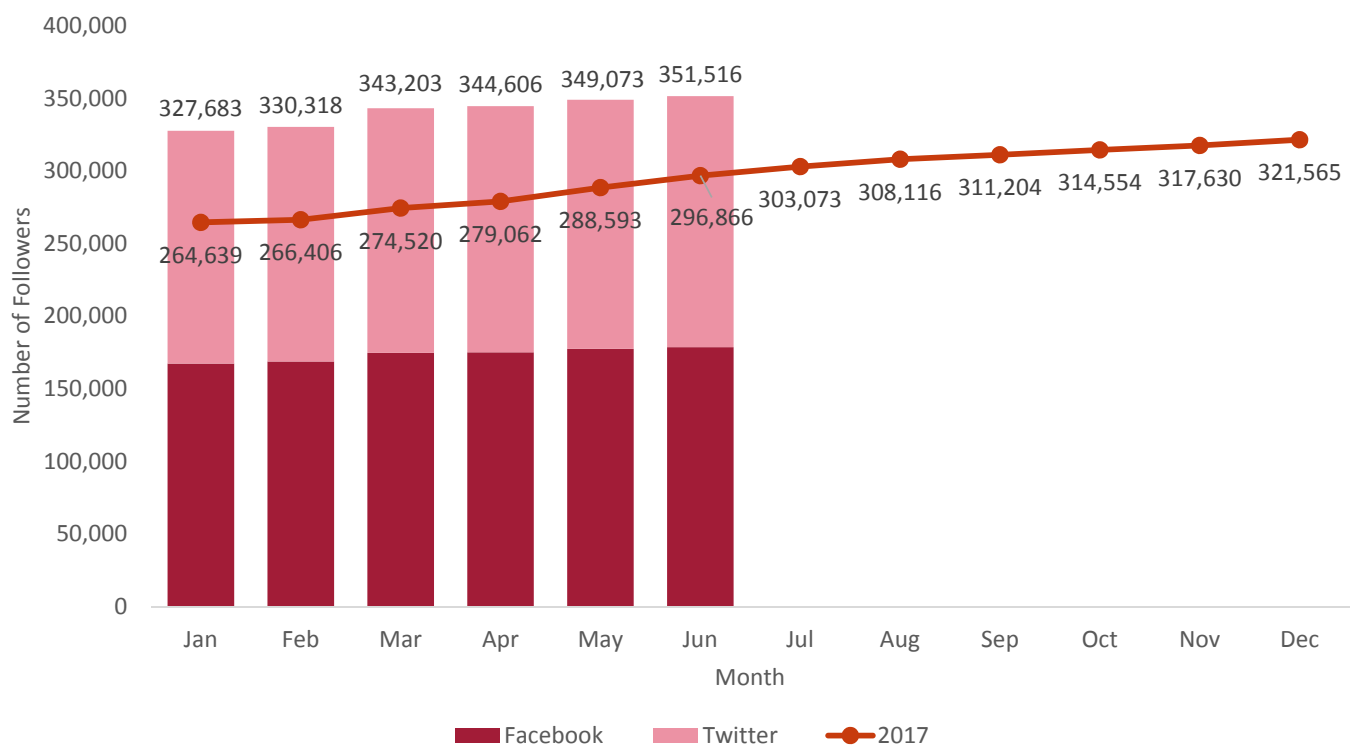
**PERFORMANCE MEASURE 6.1A**

## Communicate Effectively Utilizing Social Media: Social Reach

**Chart 6.1A.2: Total MDOT Social Media Reach CY2018**

TANGIBLE RESULT DRIVER:
Diane Langhorne
*The Secretary's Office (TSO)*

PERFORMANCE MEASURE DRIVER:
Richard Scher
*Maryland Port Administration (MPA)*

PURPOSE OF MEASURE:
To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT gathers social media analytics for this measure from all MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:
N/A

**PERFORMANCE MEASURE 6.1B**

## Communicate Effectively Utilizing Social Media: Social Engagement

While "social reach" measures the total number of people who have seen a message, "social engagement" recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments and shares in order to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.
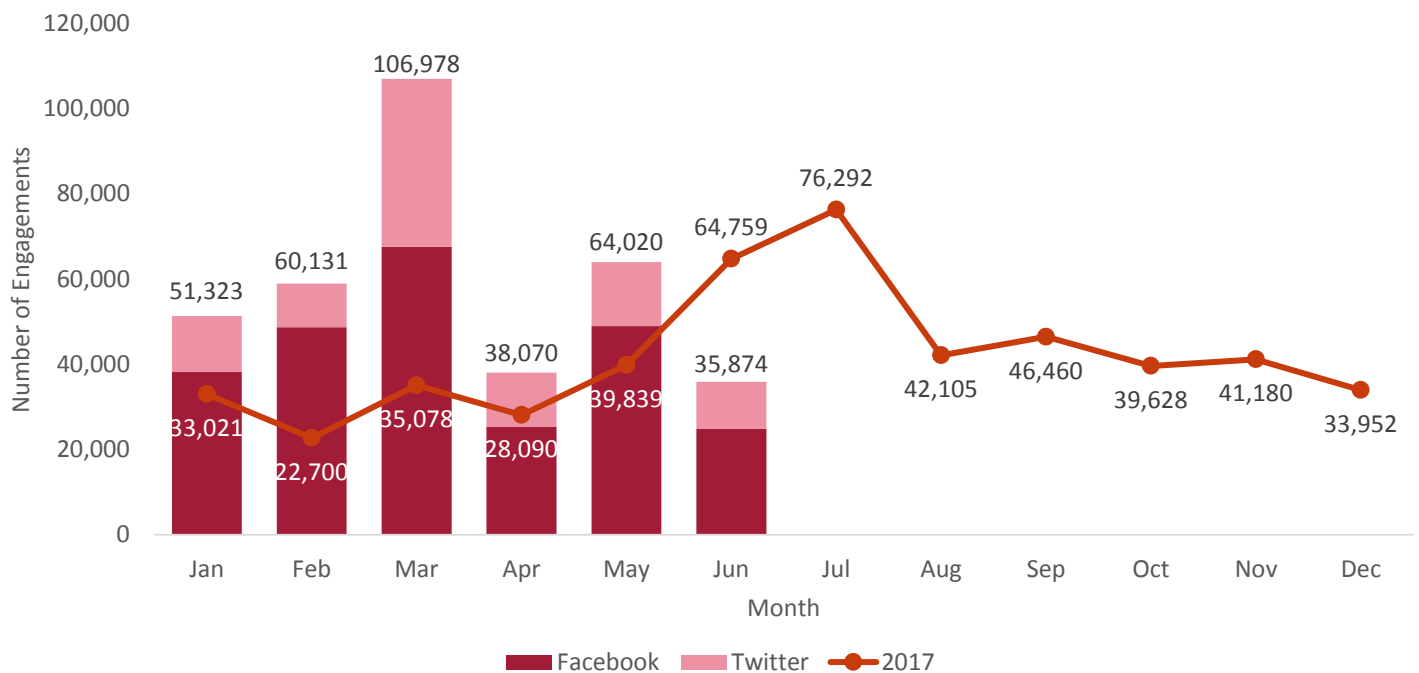
MDOT continues to learn the interests of its customers through social media channels in order to provide the content customers expect.

**PERFORMANCE MEASURE 6.1B**

## Communicate Effectively Utilizing Social Media: Social Engagement

**Chart 6.1B.1: Total MDOT Social Media Engagements CY2018**

**TANGIBLE RESULT DRIVER:**

Diane Langhorne
*The Secretary's Office (TSO)*

**PERFORMANCE MEASURE DRIVER:**

Juan Torrico
*Maryland Transit Administration (MTA)*

**PURPOSE OF MEASURE:**

To track how clearly and effectively MDOT communicates with customers during public events.

**FREQUENCY:**

Semi-Annually
(January and July)

**DATA COLLECTION METHODOLOGY:**

Data will be collected via survey at all public meetings hosted by TBUs. The data will be owned and housed by the TBU in charge of the public meetings and sent to MVA on a quarterly basis.

**NATIONAL BENCHMARK:**

84% (American Customer Service Index)

**PERFORMANCE MEASURE 6.2**
## Satisfaction with Communication at Public Meetings

The Maryland Department of Transportation (MDOT) is committed to providing valuable and easily understandable information to its customers during public meetings. Public feedback can influence Maryland transportation programs and projects. As a result, MDOT encourages customer feedback from all of its customers which include residents, community leaders and stakeholders.

From January 2018 – June 2018, MDOT achieved an overall 95.8 percent satisfaction rating from 1072 customers who indicated that MDOT effectively communicated during 40 separate MDOT-hosted public events. We are proud to once again exceed the national benchmark of 84 percent, but MDOT will continue to explore and implement enhanced communication methods and techniques.

In an effort to increase opportunities for customer outreach during this past quarter, the Customer Feedback mechanism was revised, which can be electronically accessed by visiting Survey Monkey MDOT Public Events CY2018. In addition, language translation of the Customer Feedback indicator form can now be accessed at MDOT's Public Meeting page. Translation is available by using the Google Translate link on MDOT's website. For customer convenience, a listing of MDOT Public Meetings can also be found at MDOT's Public Meeting page.

**PERFORMANCE MEASURE 6.2**

## Satisfaction with Communication at Public Meetings

**Chart 6.2.1: Overall MDOT Customer Satisfaction with Communication at Public Meetings CY2018**
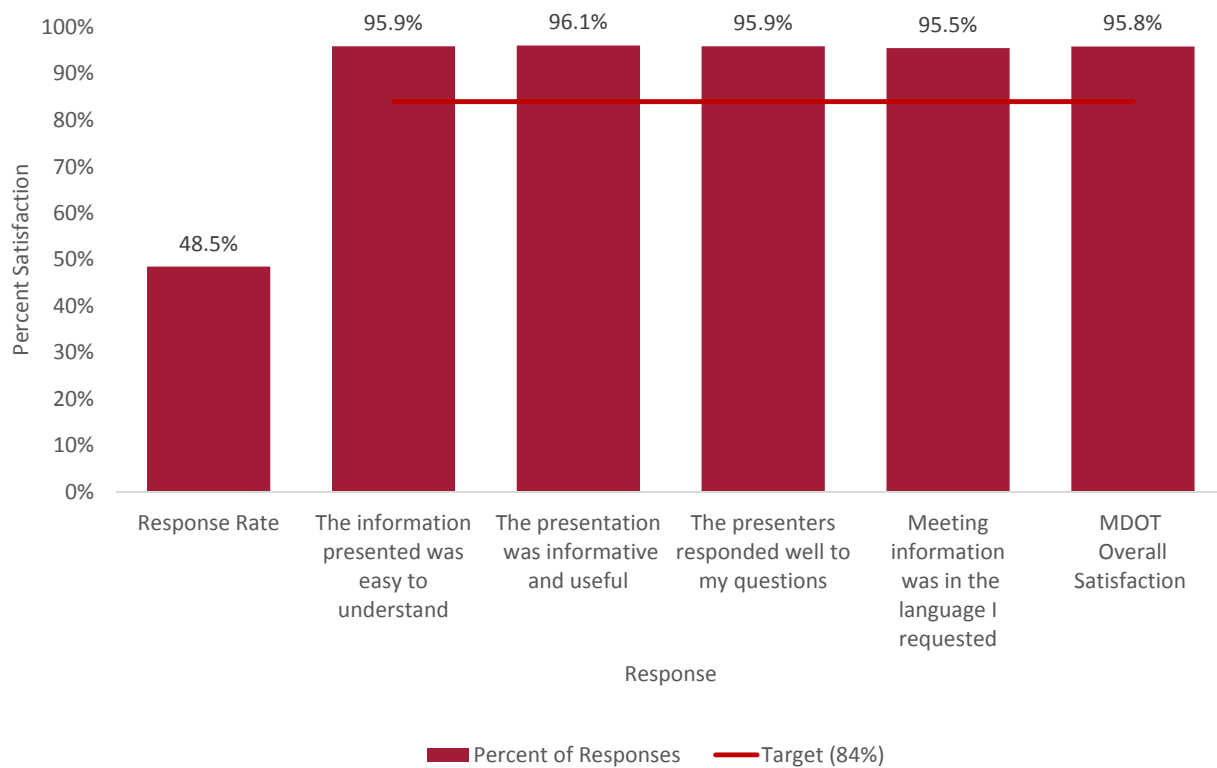


Legend: ■ Percent of Responses  — Target (84%)

**TANGIBLE RESULT DRIVER:**
Diane Langhorne
*The Secretary's Office (TSO)*

**PERFORMANCE MEASURE DRIVER:**
Jonathan Dean
*Maryland Aviation Administration (MAA)*

**PURPOSE OF MEASURE:**
To track number of stories generated to ensure maximum customer reach.

**FREQUENCY:**
Quarterly

**DATA COLLECTION METHODOLOGY:**
Data gathered, measured, and analyzed with software system.

**NATIONAL BENCHMARK:**
N/A

**PERFORMANCE MEASURE 6.3A**

## Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

MDOT communications and media relations professionals work to showcase the important work performed by employees across MDOT on behalf of our customers. These public information specialists use their skills, experience, and knowledge to represent MDOT and serve as spokespersons before the news media.

Performance measure 6.3A encourages each MDOT TBU to monitor and analyze the news that it creates and disseminates. Press releases remain an important tool to distribute news to Maryland residents, businesses, and visitors. This performance measure examines the number of press releases issued each month and the corresponding number of news stories that resulted from the press releases.

The press releases created by MDOT TBUs continue to result in broad reach across local, national, international, and transportation trade media.
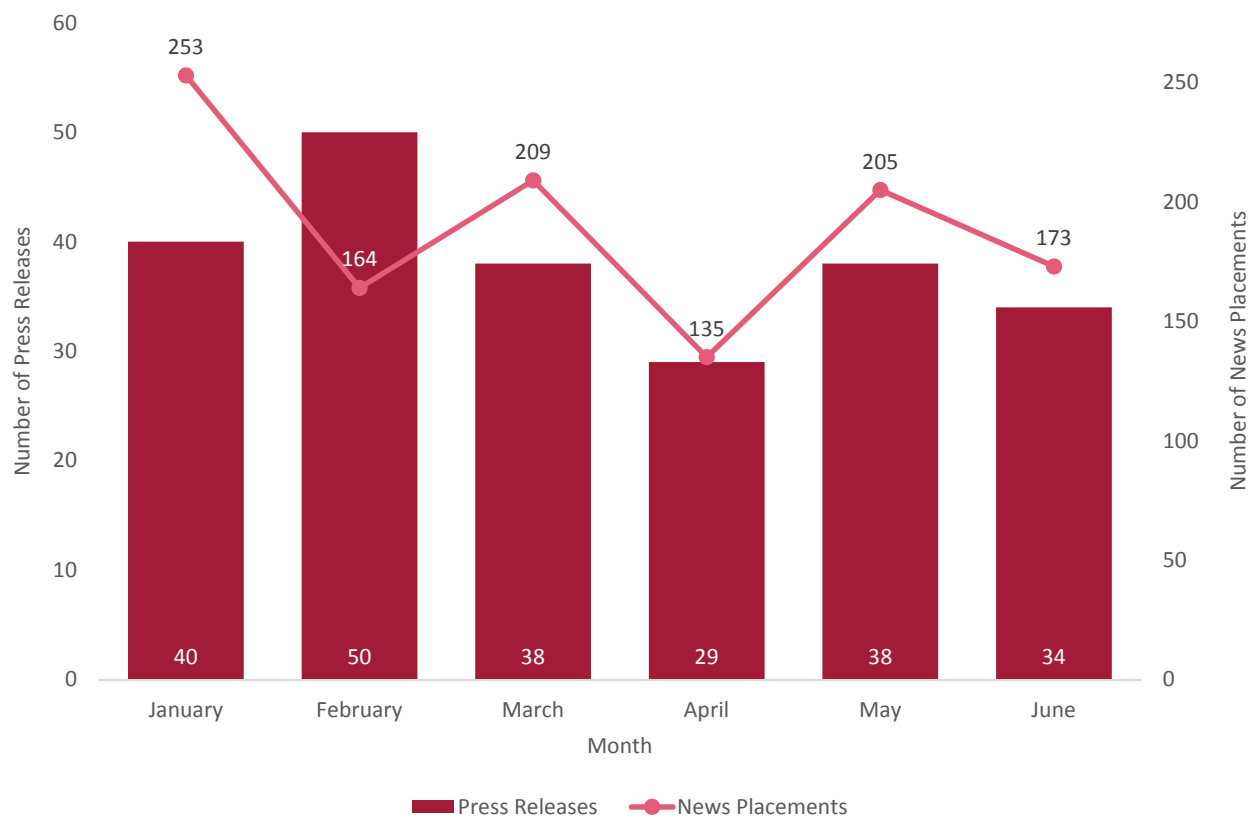
**PERFORMANCE MEASURE 6.3A**

## Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

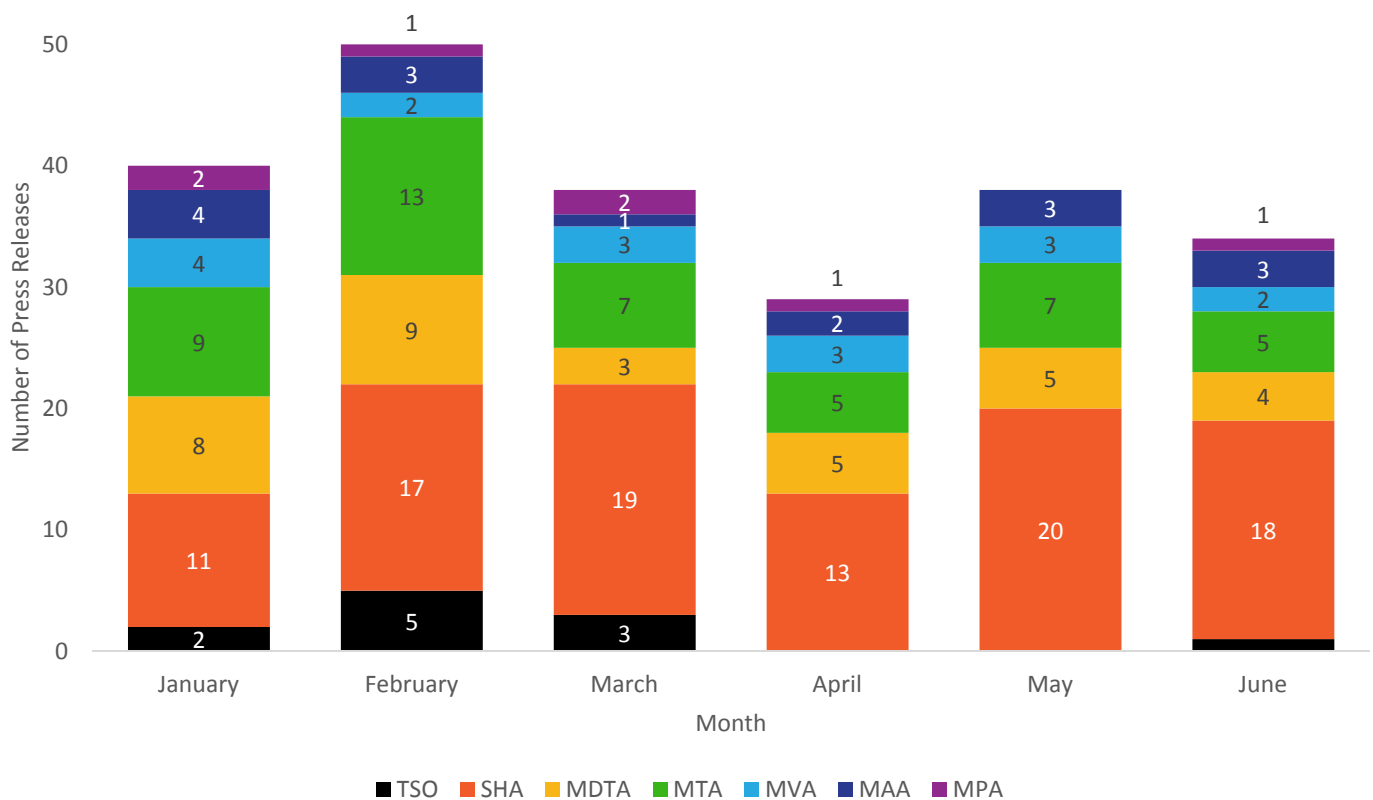**Chart 6.3A.1: 2018 MDOT Press Releases and News Placements CY2018**

**PERFORMANCE MEASURE 6.3A**

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases
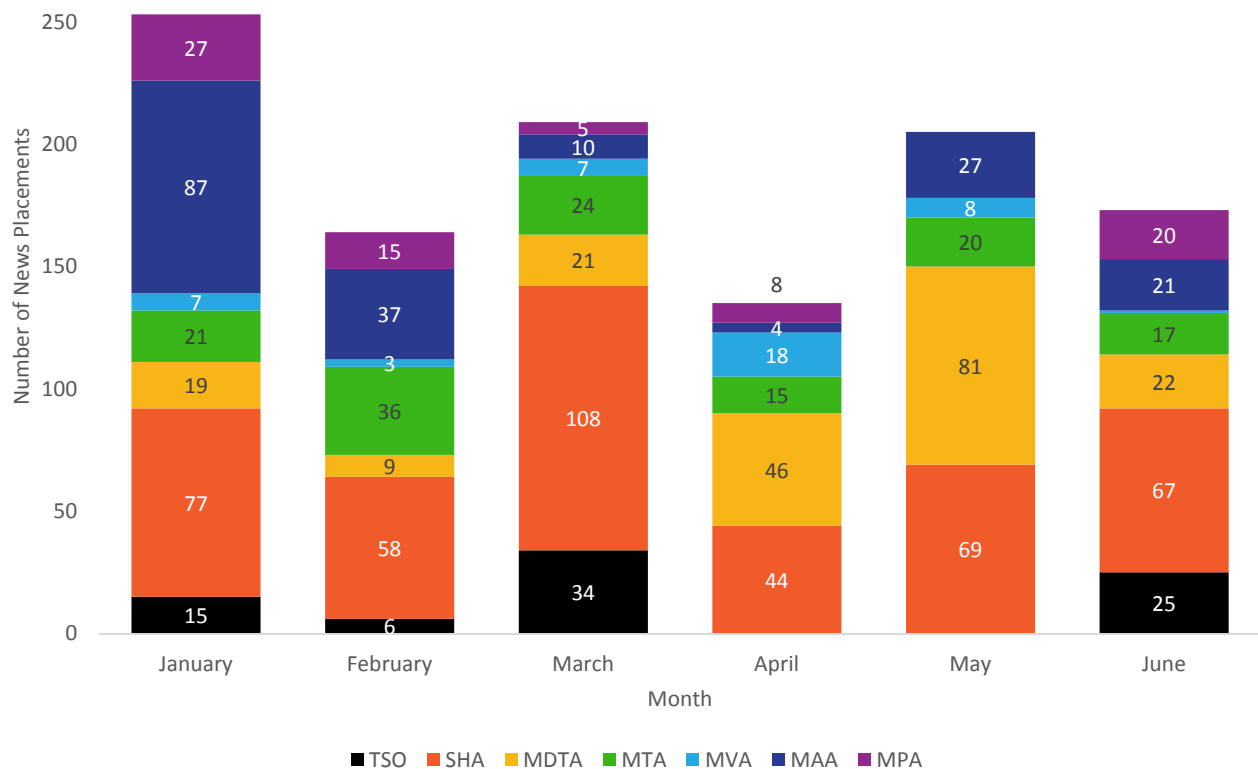
**Chart 6.3A.2a: Press Releases by TBU CY2018**

**PERFORMANCE MEASURE 6.3A**

## Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

**Chart 6.3A.2b: Number of News Placements by TBU CY2018**

**TANGIBLE RESULT DRIVER:**
Diane Langhorne
*The Secretary's Office (TSO)*

**PERFORMANCE MEASURE DRIVER:**
Valerie Burnette Edgar
*State Highway Administration (SHA)*

**PURPOSE OF MEASURE:**
To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

**FREQUENCY:**
Quarterly

**DATA COLLECTION METHODOLOGY:**
Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

**NATIONAL BENCHMARK:**
N/A

**PERFORMANCE MEASURE 6.3B**

## Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Reaching customers with important news can be a challenge in today's information overloaded world. MDOT uses a variety of modern and traditional methods, including buying advertising space or time. Alternatively, news releases offer a significant cost-savings to MDOT and the tax-paying public while allowing MDOT messages to reach more customers quickly and efficiently. MDOT issues news releases to inform customers of important information they need regarding transportation services and projects. This measure shows the value of print and broadcast stories generated by news releases to determine the cost effectiveness of news releases (reaching customers with news and information without purchasing advertising for public notice).

This quarter shows a challenge with earned media coverage – when national or local breaking news occurs, the media coverage will be dominated by other topics. When this happens, staff members can follow up after the news cycle and pitch the news release that was not covered. However, news conferences and events will not generate the amount of coverage anticipated. MDOT social media managers can also push out the information as an alternative way to reach people.
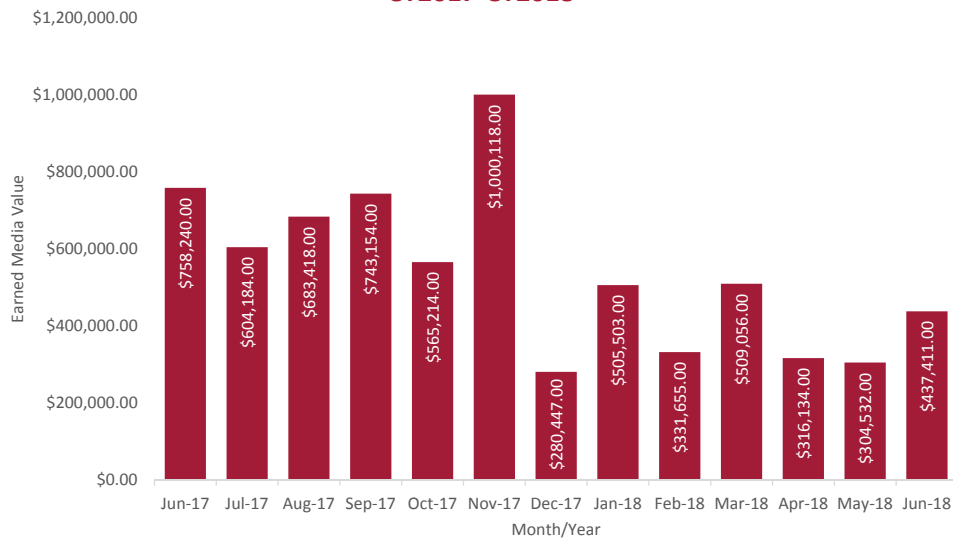
MDOT staff follows up with media outlets to assure the right person is receiving the news releases and encourage coverage, particularly in small media markets where transportation projects and programs are typically of great interest to customers.
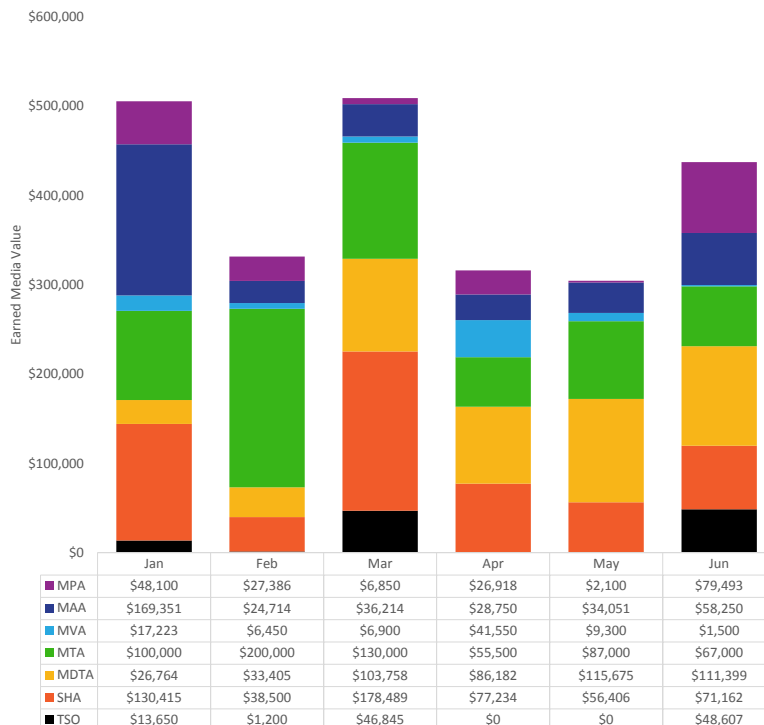
**PERFORMANCE MEASURE 6.3B**

## Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

**Chart 6.3B.1: Earned Media Value of Print and Broadcast Coverage Generated by News Releases MDOTWide CY2017-CY2018**



**Chart 6.3B.2: Earned Media Value YTD June CY2017 - June CY2018**



| | Jan | Feb | Mar | Apr | May | Jun |
|---|---|---|---|---|---|---|
| MPA | $48,100 | $27,386 | $6,850 | $26,918 | $2,100 | $79,493 |
| MAA | $169,351 | $24,714 | $36,214 | $28,750 | $34,051 | $58,250 |
| MVA | $17,223 | $6,450 | $6,900 | $41,550 | $9,300 | $1,500 |
| MTA | $100,000 | $200,000 | $130,000 | $55,500 | $87,000 | $67,000 |
| MDTA | $26,764 | $33,405 | $103,758 | $86,182 | $115,675 | $111,399 |
| SHA | $130,415 | $38,500 | $178,489 | $77,234 | $56,406 | $71,162 |
| TSO | $13,650 | $1,200 | $46,845 | $0 | $0 | $48,607 |

**TANGIBLE RESULT DRIVER:**
Diane Langhorne
*The Secretary's Office (TSO)*

**PERFORMANCE MEASURE DRIVER:**
Valerie Burnette Edgar
*State Highway Administration (SHA)*

**PURPOSE OF MEASURE:**
To evaluate the tone of media coverage resulting from news releases.

**FREQUENCY:**
Quarterly

**DATA COLLECTION METHODOLOGY:**
MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.
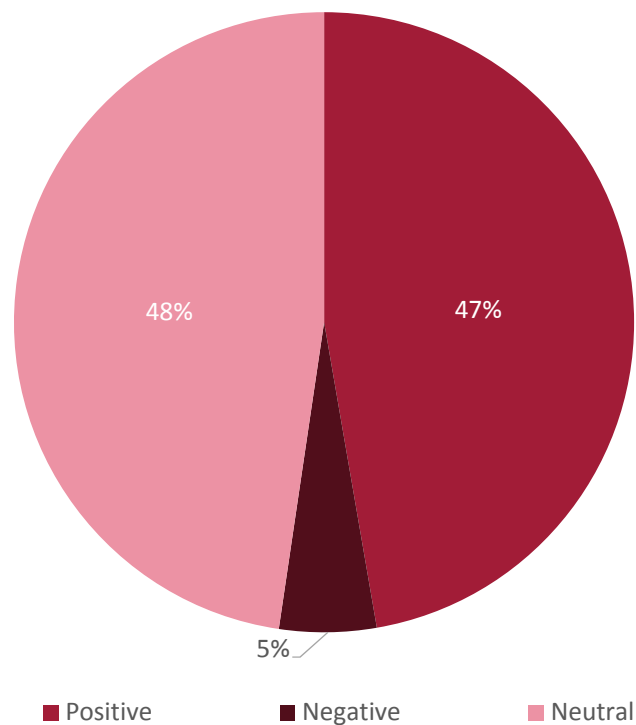
**NATIONAL BENCHMARK:**
N/A

**PERFORMANCE MEASURE 6.3C**

## Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is through issuing news releases to the media.

This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for our customers. It also helps MDOT determine if more, less or different information is needed to ensure customers are receiving factual information via news outlets.

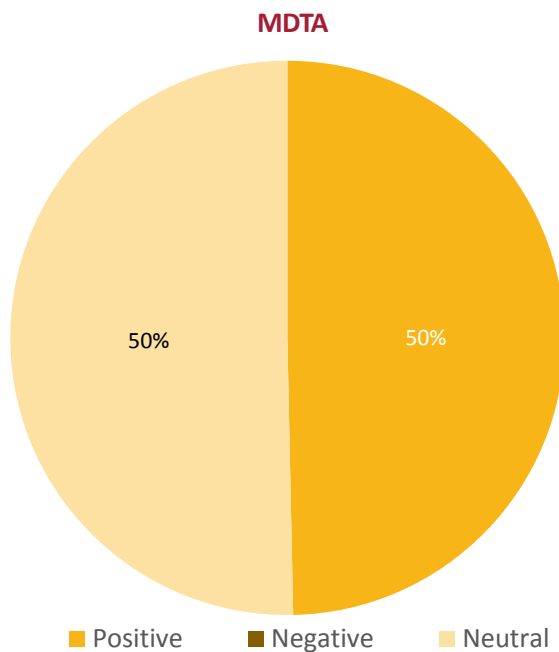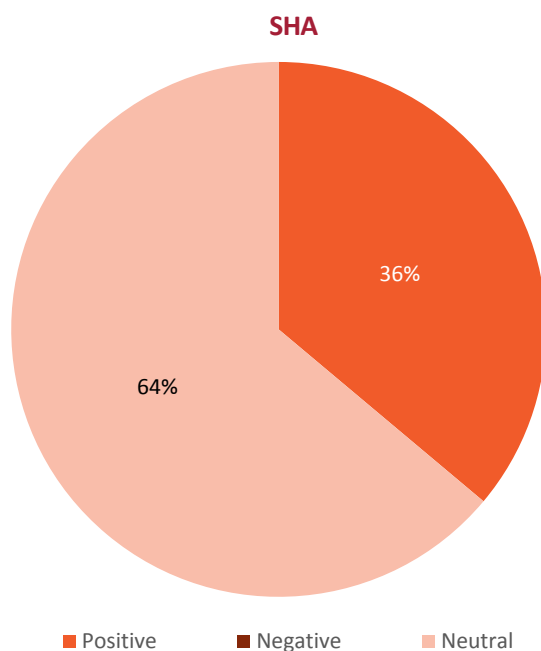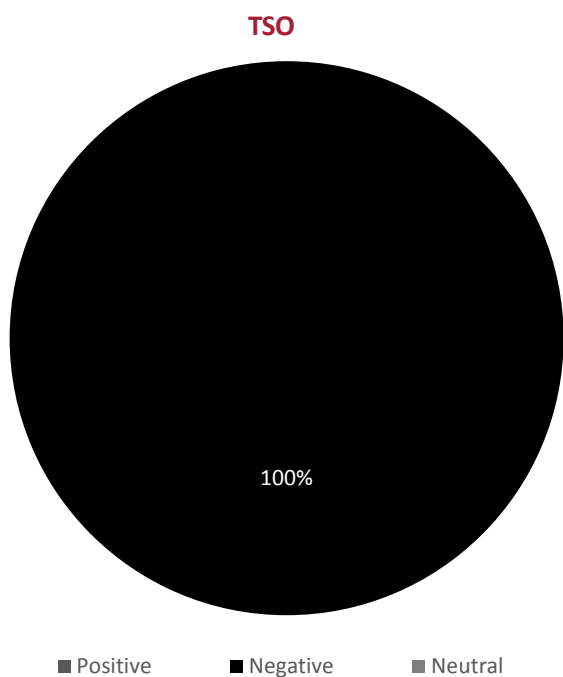**Chart 6.3C.1: "News Tone" MDOT-Wide April 2018 - June 2018**



47% Positive
5% Negative
48% Neutral

■ Positive    ■ Negative    ■ Neutral

# Communicate Effectively With Our Customers

**PERFORMANCE MEASURE 6.3C**

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

**Chart 6.3C.1: "News Tone" by TBU April 2018 - June 2018**

### TSO



■ Positive    ■ Negative    ■ Neutral

### SHA



36%

64%

■ Positive    ■ Negative    ■ Neutral

### MDTA



50%    50%

■ Positive    ■ Negative    ■ Neutral

**PERFORMANCE MEASURE 6.3C**

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

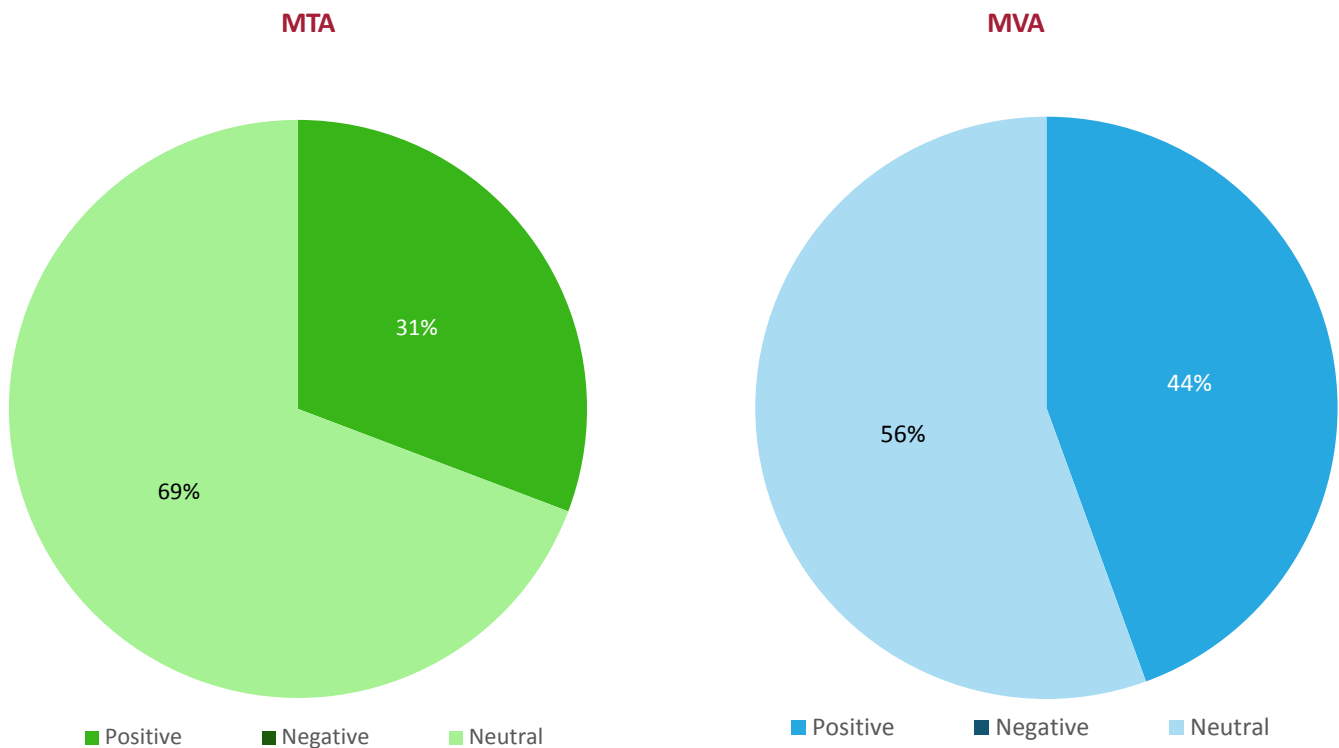**Chart 6.3C.1: "News Tone" by TBU April 2018 - June 2018**



MTA

- 31% Negative
- 69% Neutral

■ Positive  ■ Negative  ■ Neutral

MVA

- 44% Positive
- 56% Neutral

■ Positive  ■ Negative  ■ Neutral

# Communicate Effectively With Our Customers

**PERFORMANCE MEASURE 6.3C**
Communicate Effectively Through New Releases: Evaluate Tone of News
Stories by Publications Generated from MDOT Releases

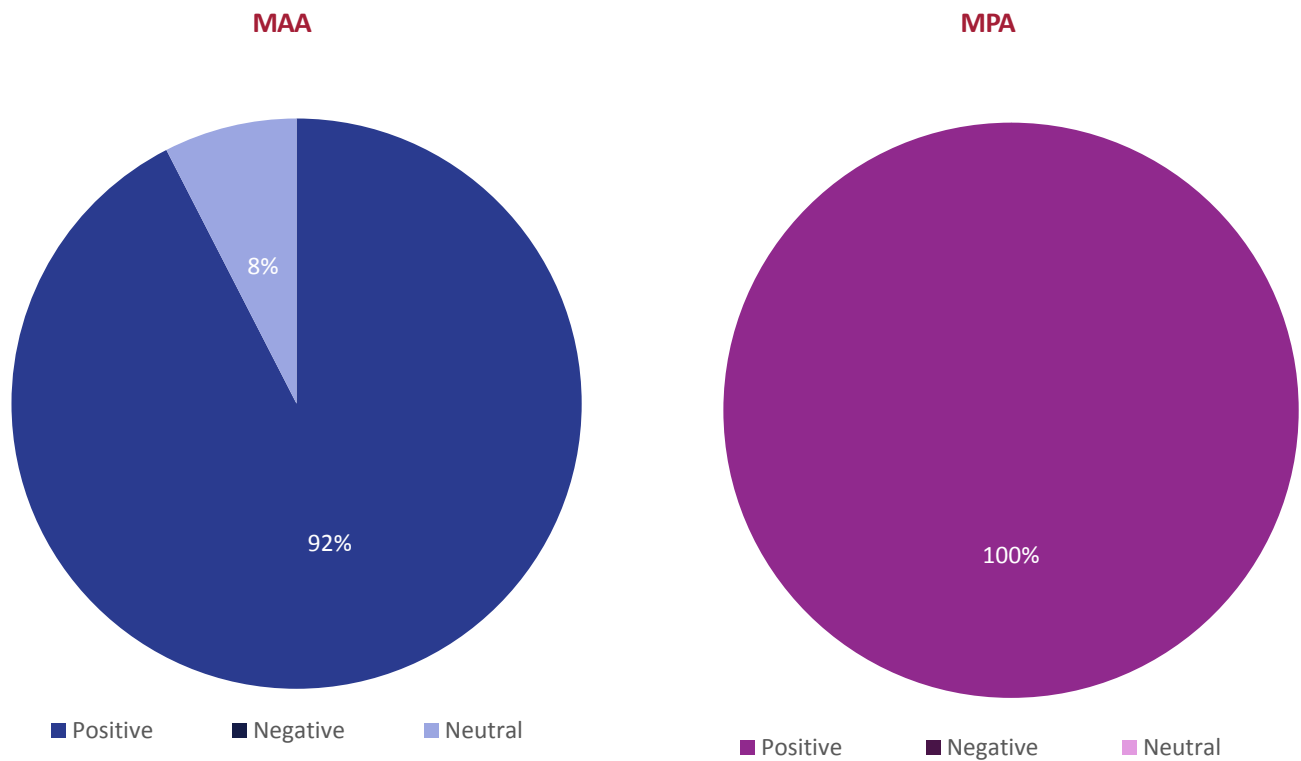**Chart 6.3C.1: "News Tone" by TBU April 2018 - June 2018**

### MAA



92%
8%

■ Positive    ■ Negative    ■ Neutral

### MPA



100%

■ Positive    ■ Negative    ■ Neutral

**PERFORMANCE MEASURE 6.4A**
## Telling the Story of MDOT – Proactive Media

MDOT produces content to highlight important, distinctive and positive initiatives for our customers. Performance Measure 6.4A measures the number of people who read, viewed or listened to proactive media stories.

Proactive media helps our customers understand transportation initiatives by telling MDOT's own story. Proactive media goes beyond press releases to share unique stories of the organization.

By tracking the exposure of those unique stories, MDOT can properly evaluate if the messages are reaching the consumer. The number of exposures are calculated by compiling the number of times they were delivered to a customer through a newspaper article, online news website, radio or TV show.

During the second quarter of 2018, MDOT reached 2,388,260 people with proactive media placements. This was a 93 percent drop from the first quarter of the year. While the reach was significantly down, it's important to note that the actual number of pickups was small in both quarters - 41 and 16.

The main difference in the second quarter of 2018 was that far fewer TV and radio stations picked up our stories, and these media have the largest reach. For example, the Port had a story on its Ro-Ro Rodeo picked up by WJZ-TV in May, reaching 820,000 people.

**PERFORMANCE MEASURE 6.4A**

Telling the Story of MDOT – Proactive Media

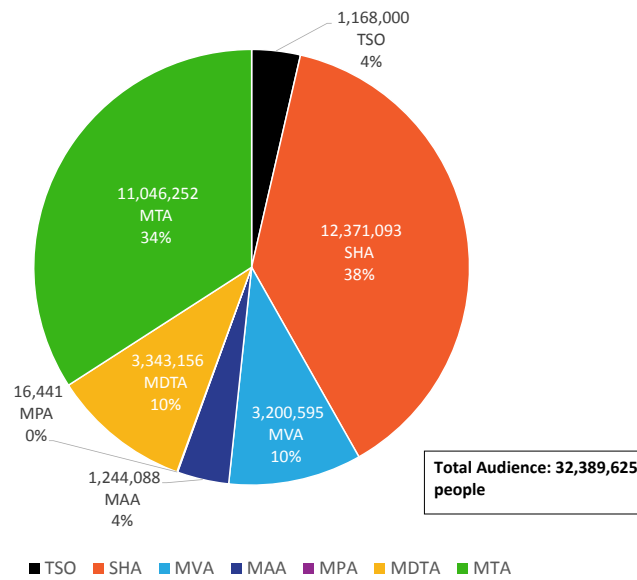**Chart 6.4A.1a: Audience for Proactive Stories Picked Up By Media Q1 CY2018**



Total Audience: 32,389,625 people

Legend: TSO, SHA, MVA, MAA, MPA, MDTA, MTA

Slices:
- 1,168,000 TSO 4%
- 12,371,093 SHA 38%
- 3,200,595 MVA 10%
- 1,244,088 MAA 4%
- 16,441 MPA 0%
- 3,343,156 MDTA 10%
- 11,046,252 MTA 34%

**Chart 6.4A.1b: Audience for Proactive Stories Picked Up By Media Q2 CY2018**
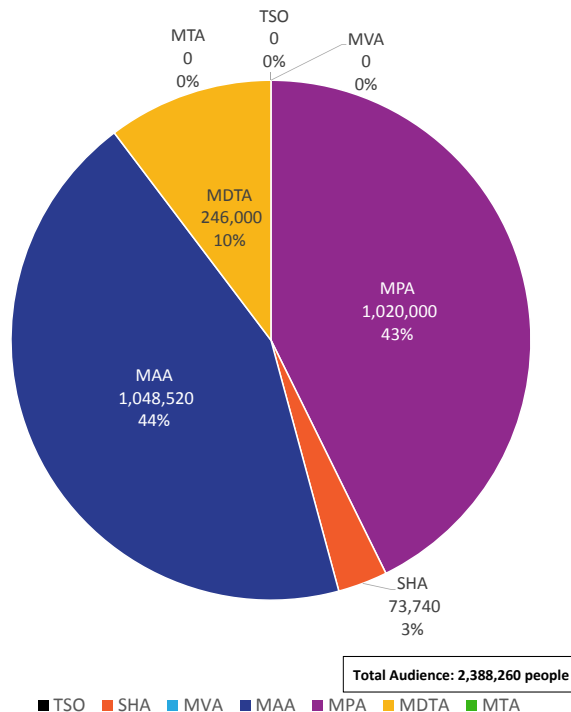


Total Audience: 2,388,260 people

Legend: TSO, SHA, MVA, MAA, MPA, MDTA, MTA

Slices:
- TSO 0 0%
- MVA 0 0%
- MTA 0 0%
- MDTA 246,000 10%
- MPA 1,020,000 43%
- MAA 1,048,520 44%
- SHA 73,740 3%

**PERFORMANCE MEASURE 6.4A**

Telling the Story of MDOT – Proactive Media

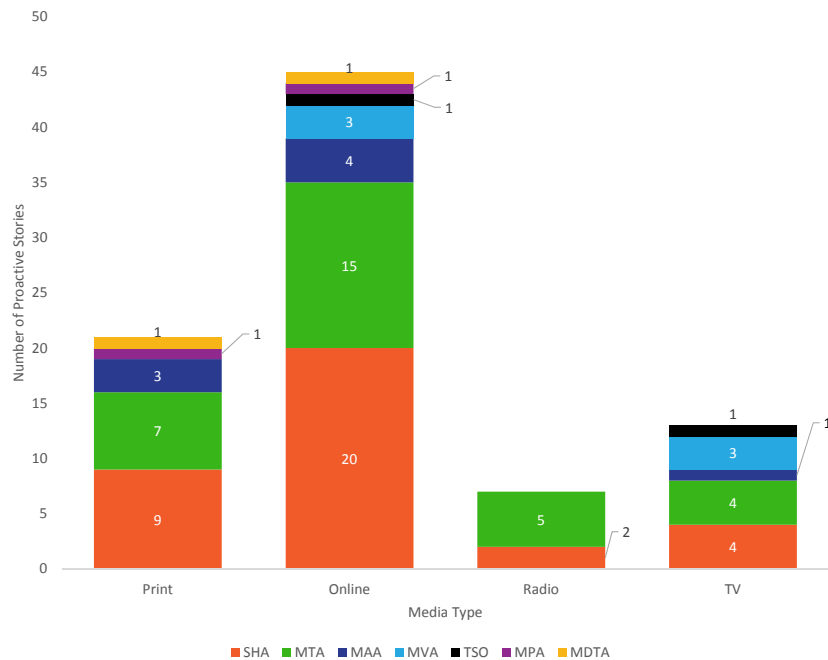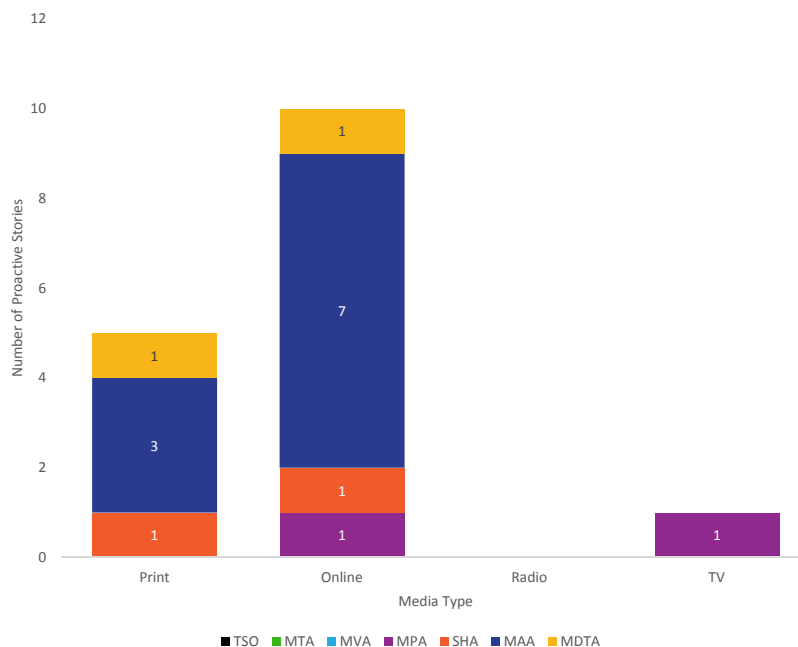### Chart 6.4A.2a: Type of Media that Picked Up Proactive Stories Q1 CY2018



### Chart 6.4A.2b: Type of Media That Picked Up Proactive Stories Q2 CY2018

TANGIBLE RESULT DRIVER:
Diane Langhorne
*The Secretary's Office (TSO)*

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
*Maryland Aviation Administration (MAA)*

PURPOSE OF MEASURE:
To track the number of people that viewed proactive content produced by MDOT TBUs.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:
N/A

**PERFORMANCE MEASURE 6.4B**
## Telling the Story of MDOT – Proactive Media

MDOT produces its proactive content to showcase its own stories without relying on traditional press releases. This proactive content includes magazines, broadcasts, newsletters, photo albums and sound bites.

The stories told in these items tell the positive impact of MDOT Performance Measure 6.4b measures the number of people looking at the content MDOT produced on its own and made available to subscribers, listeners and readers. This measure will guide how MDOT can best package proactive stories for each category of media. Through this measure, MDOT can see how large an audience it is reaching through internally produced items and compare that audience with Performance Measure 6.4a to analyze what categories of external media are placing MDOT-produced content.

MDOT reached 31,286 people in the second quarter of 2018 with its own internally produced content – a 48 percent increase from the first quarter of the year, meaning we are telling our own stories more than ever.

The good news here is that proactive pickups are largely an untapped market to get media outlets to tell our stories.

**PERFORMANCE MEASURE 6.4B**

## Telling the Story of MDOT – Proactive Media

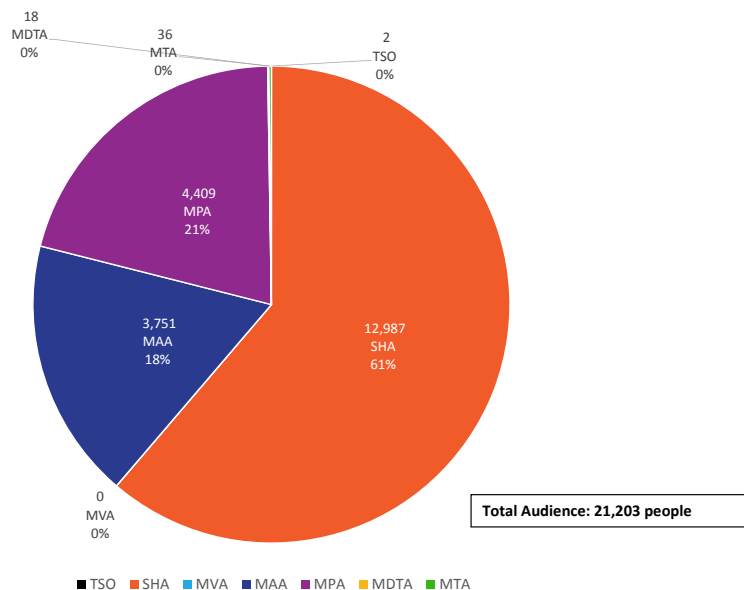### Chart 6.4B.1a: Audience for MDOT-Produced Proactive Content Q1 CY2018



Total Audience: 21,203 people

Legend: TSO, SHA, MVA, MAA, MPA, MDTA, MTA

Values shown: 18 MDTA 0%, 36 MTA 0%, 2 TSO 0%, 4,409 MPA 21%, 3,751 MAA 18%, 12,987 SHA 61%, 0 MVA 0%

### Chart 6.4B.1b: Audience for MDOT-Produced Proactive Content Q2 CY2018



Total Audience: 31,286 people

Legend: TSO, MTA, MVA, MPA, SHA, MAA, MDTA

Values shown: TSO 6 0%, MDTA 0 0%, MTA 60 0%, MVA 0 0%, MAA 5,152 17%, MPA 8,818 28%, SHA 17,250 55%

**PERFORMANCE MEASURE 6.4B**

## Telling the Story of MDOT – Proactive Media

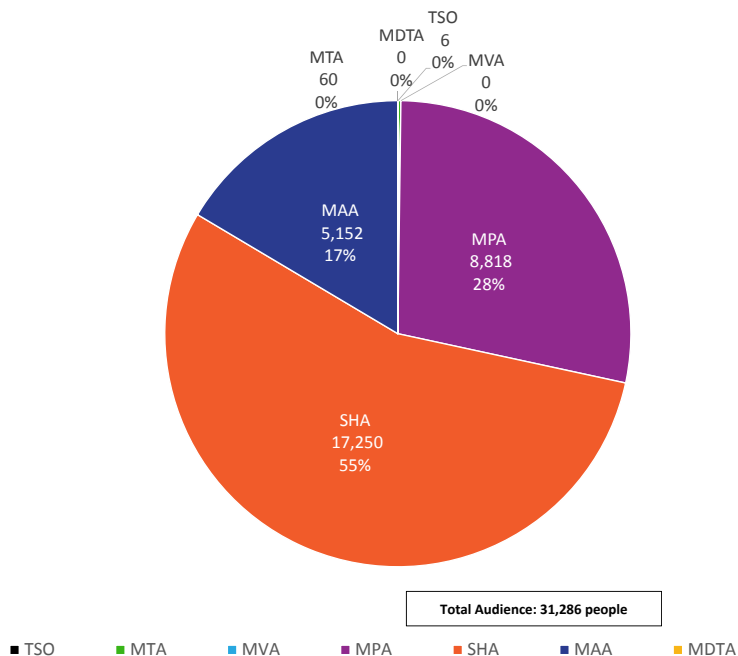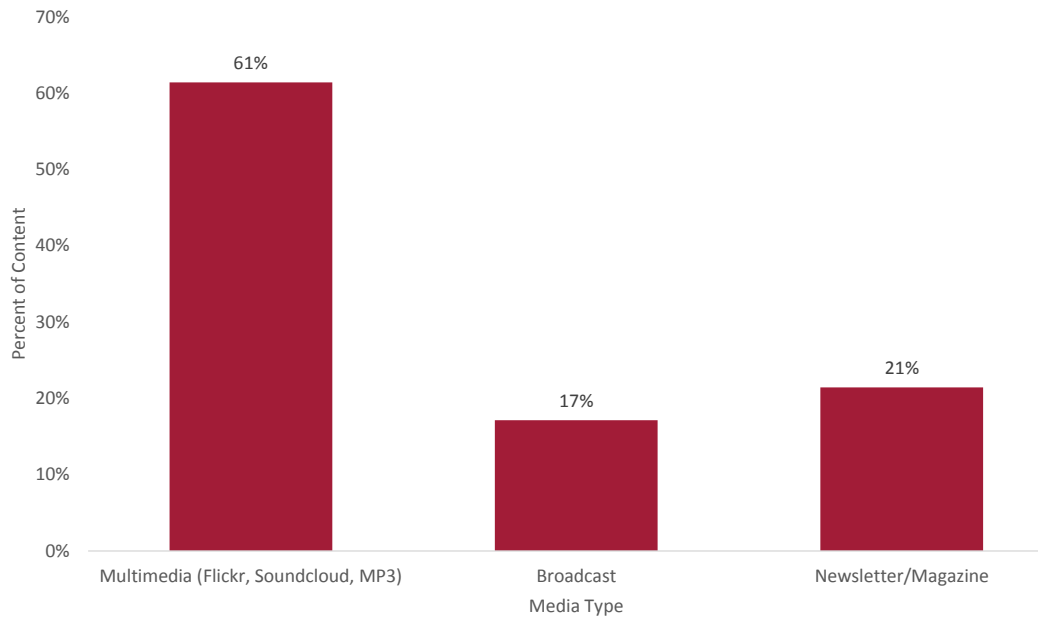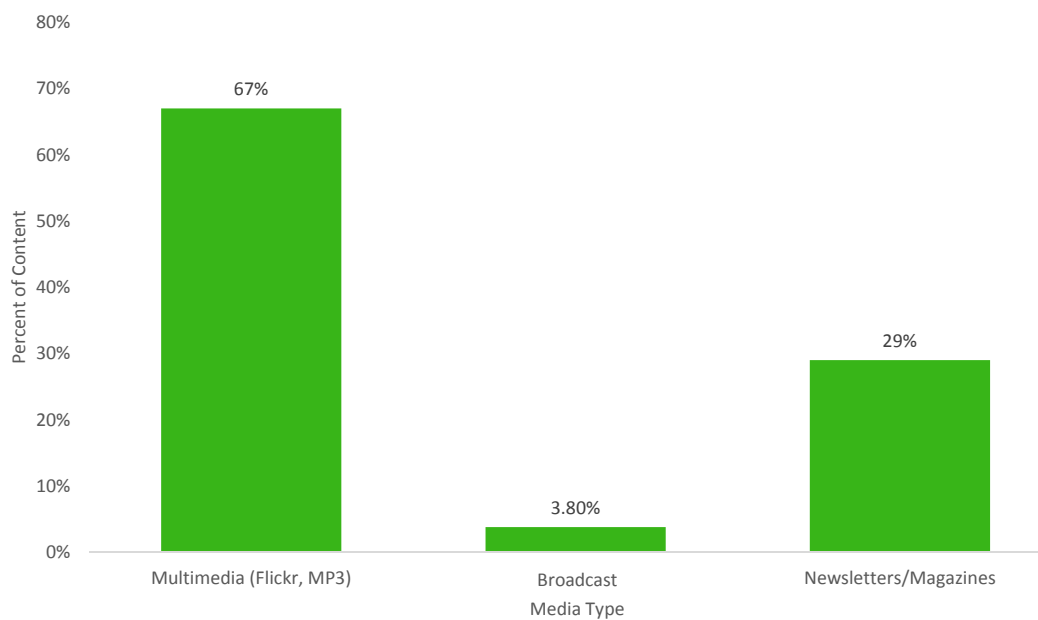**Chart 6.4B.2a: Type of MDOT-Produced Proactive Content Q1 CY2018**



**Chart 6.4B.2b: Type of MDOT-Produced Proactive Content Q2 CY2018**

TANGIBLE RESULT DRIVER:
Diane Langhorne
*The Secretary's Office (TSO)*

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
*Maryland Aviation Administration (MAA)*

PURPOSE OF MEASURE:
To measure the number of social media users reached by MDOT proactive content.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:
N/A

**PERFORMANCE MEASURE 6.4C**
## Telling the Story of MDOT – Proactive Media

MDOT posts proactive content on social media to allow for speedy and wide distribution of positive stories and extras from press conferences and events, as well as campaigns. The posting of this content on social media is a subset of MDOT's overall social media posts, but is an important component and takes an exerted effort to coordinate.

This measure looks at the number of customers we reach with proactive stories distributed through social media channels. This audience is defined by the number of times the proactive items show up in social media feeds.

During the second quarter of 2018, the total audience for proactive MDOT items on social media was 2,485,390, a 6.8 percent decrease from the first quarter of the year. It should be noted that while the total dropped slightly, people are spending more time engaging with our posts.

**PERFORMANCE MEASURE 6.4C**

Telling the Story of MDOT – Proactive Media

**Chart 6.4C.1a: Audience of Proactive Stories Published on Social Media Q1 CY2018**

96,611
TSO
4%

564,378
MTA
21%

1,032,217
SHA
39%

107,952
MDTA
4%

139,837
MPA
5%

669,310
MAA
25%

55,583
MVA
2%

**Total Audience: 2,665,888 people**

■ TSO ■ SHA ■ MVA ■ MAA ■ MPA ■ MDTA ■ MTA
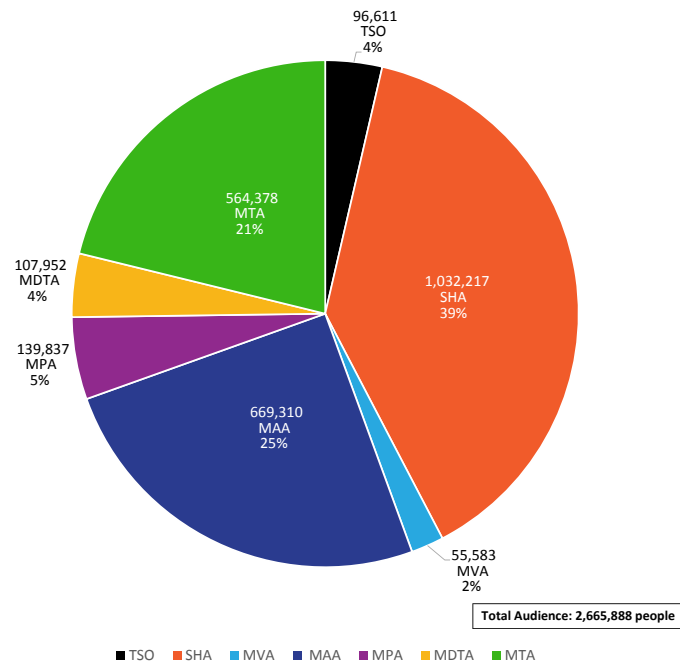
**Chart 6.4C.1b: Audience of Proactive Stories Published on Social Media Q2 CY2018**
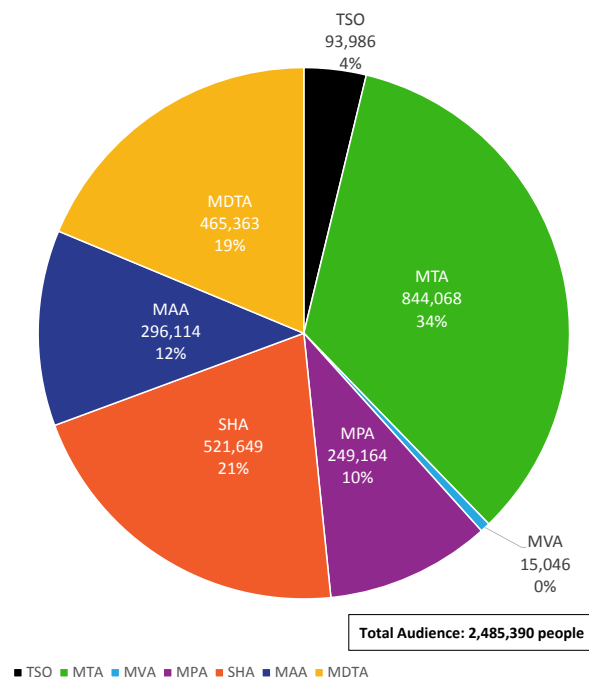
TSO
93,986
4%

MDTA
465,363
19%

MTA
844,068
34%

MAA
296,114
12%

MPA
249,164
10%

SHA
521,649
21%

MVA
15,046
0%

**Total Audience: 2,485,390 people**

■ TSO ■ MTA ■ MVA ■ MPA ■ SHA ■ MAA ■ MDTA

TANGIBLE RESULT DRIVER:
Diane Langhorne
*The Secretary's Office (TSO)*

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
*Maryland Aviation Administration (MAA)*

PURPOSE OF MEASURE:
To analyze the number of user interactions with social media content produced by MDOT.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:
N/A

**PERFORMANCE MEASURE 6.4D**

## Interactions with Proactive Posts on Social Media

MDOT communications offices produce content to highlight important, distinctive, and positive stories for our customers. This measures the number of times someone saw a proactive message that was distributed on social media and interacted with it. Interactions are direct confirmation that someone has viewed and comprehended MDOT's proactive message. These include likes, comments, retweets and clicks.

Social media is an important tool for the agency to spread its own proactive stories, which could lead to media pickups that would increase the audience on each proactive item. This measure provides feedback on the effectiveness of proactive stories on social media.

During the second quarter of 2018, the total audience was 114,811 people, a 44 percent increase from the first quarter of 2018. One example was a Facebook post with photos from April about MDTA Police responding to a call about a bird in distress. More than 11,000 people engaged with the post, meaning they liked it, clicked on a picture, commented or shared it with friends.

**PERFORMANCE MEASURE 6.4D**

Interactions with Proactive Posts on Social Media

**Chart 6.4D.1a: Interactions with Proactive Posts on Social Media Q1 CY2018**



Total Audience: 79,977 people

Legend: MTA, MAA, SHA, TSO, MVA, MPA, MDTA

- 2,303 TSO 3%
- 20,350 MTA 25%
- 31,868 SHA 40%
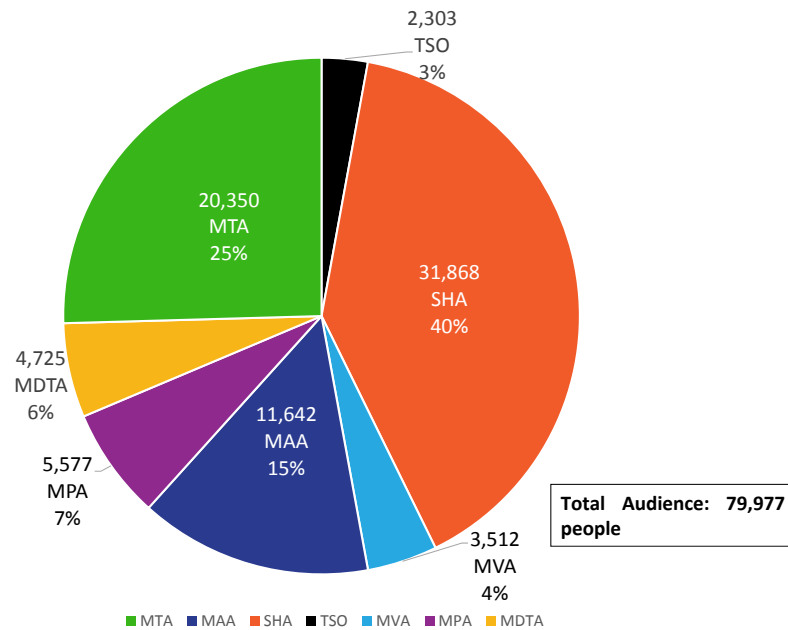- 4,725 MDTA 6%
- 11,642 MAA 15%
- 5,577 MPA 7%
- 3,512 MVA 4%

**Chart 6.4D.1b: Interactions with Proactive Posts on Social Media Q2 CY2018**



Total Audience: 114,811 people

Legend: MTA, MAA, SHA, TSO, MVA, MPA, MDTA

- TSO 1,387 1%
- MDTA 29,903 26%
- MTA 38,676 34%
- MAA 13,880 12%
- SHA 13,158 11%
- MPA 17,263 15%
- MVA 544 1%